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## **Green Power Leadership Awards Announced**

(Washington, DC) – In a joint effort tonight, the Center for Resource Solutions (CRS), the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE) hosted the Second Annual Green Power Leadership Awards. EPA and DOE awards recognized the nation's leading green power purchasers, while the CRS awards recognized leading renewable energy suppliers, organizations and individuals that are helping to build a successful green power market.

The **Green Power Leadership Awards** ceremony took place at the 7<sup>th</sup> **National Green Power Marketing Conference** in Washington, DC. **Jan Hamrin**, CRS Executive Director, and **Karl Rabago**, Chair of the Green Power Board, presented eight awards highlighting outstanding contributions in green power marketing, public outreach, public interest, and continuous achievement.

"These leading green power marketers, renewable energy advocates and government agencies, are making exceptional contributions to renewable energy industry," **Jan Hamrin** said. "Creating and building the marketplace for purchasing green power is critical if we are to increase our energy supply while protecting our natural resources."

The Center for Resource Solutions is a nonprofit organization that fosters the sustainable use of natural resources for the benefit of communities worldwide. Based in San Francisco's Presidio, CRS administers national and international programs that preserve and protect the environment through the design of innovative strategies and increased utilization of appropriate technologies. For information on the CRS, visit the website(s) [www.resource-solutions.org](http://www.resource-solutions.org) or [www.green-e.org](http://www.green-e.org). A complete description of Award winners is below. Additional information regarding the Green Power Leadership Awards is available at <http://www.resource-solutions.org/Awards2002/2002Awardspage.htm>

### **2002 GREEN POWER LEADERSHIP AWARD WINNERS**

#### **GREEN POWER BEACON AWARD**

*For innovative marketing materials and themes used by green power suppliers*

##### **Sacramento Municipal Utility District**

The Sacramento Municipal Utility District (SMUD) partnered with Starbucks Coffee to promote Greenery, their green power product, and to overcome barriers caused by California's energy crisis. SMUD selected Starbucks Coffee as a retail partner based on their environmental mission statement, sustainable business practices, and complimentary customer profiles. They developed "Give a Little, Get a Latte" campaign to increase enrollment in their Greenery program and to help introduce Starbucks' new gift card to the Sacramento market. The integrated campaign offered a free \$15 Starbucks gift card for enrolling in Greenery and led to over 1000 enrollments and 564,000 retail



impressions for Greenergy marketing messages. The innovative “Give a Little, Get a Latte” campaign was the first time that the Sacramento region ever allowed an external partner to promote products in-store. The ground-breaking marketing strategies, methods, and materials of the “Give a Little Get a Latte” Campaign inspired many Californians to support green power and became a true symbol of hope (Green Power Beacon) for renewable energy in the state.

### **Green Mountain Energy Company**

The key to successful marketing is a compelling message married to a product that delivers on the promise. As Texas opened its doors to electric competition last year, Green Mountain Energy Company was poised to make sure that the message of pollution-free electricity was heard. With simple, non-technical language and an electricity offering from 100 percent wind power, the company used a highly coordinated campaign that included TV, print, and outdoor advertising; direct mail; events; strategic partnerships; and public relations. The company was able to bring “100% Pollution-free wind Electricity” to the forefront of Texas. In just six months, the campaign achieved 34 percent brand awareness and 50 percent message penetration in key markets. The innovative marketing materials and themes used in the “100% Pollution-free Electricity” campaign were instrumental in introducing clean energy options to consumers in Texas and producing switches to renewable energy in record numbers.

### **RUDD MAYER GREEN POWER PILOT AWARD**

*For cutting-edge outreach efforts by an individual or organization to boost interest in green power within specific sectors*

### **Peter West and Diane Zipper, Renewable Northwest Project**

Over the last several years, and the last two in particular, Peter West and Diane Zipper of the Renewable Northwest Project (RNP) have been central forces in driving green power forward in the Pacific Northwest. They have been active at the customer, legislative, utility, and regulatory levels to build demand, create mandates, and foster new competitive approaches for green power choices. They have developed successful coalitions to support green power, launched community-based marketing efforts, and directly signed-up 49 commercial and industrial customers to buy over 8 million kWh of green power annually. Through RNP, Peter and Diane were involved in getting 10 utilities to step forward. Utility sales of green power in the Northwest now support 20 MW of new wind resources. Among their efforts to launch green power in the NW, Peter and Diane have engineered over 30 articles, newsletter pieces, and TV reports on green power; made over 65 presentations to community groups; launched community-based marketing to support green power in two cities; developed coalitions of environmental and consumer groups; organized conferences and much more. Peter and Diane have been truly instrumental in making green power real and working in the Northwest.

### **Austin Energy**

Austin Energy’s GreenChoice is the nation’s leading green pricing program in terms of the amount of renewable energy brought on line to meet its customers’ demand for green power. To date, Austin Energy has added 86MW of new, renewable energy generating capacity through GreenChoice, with an additional 25MW planned for next year. Austin’s GreenChoice is one of the first green pricing programs to offer its customers a hedge against the risk of rising fuel prices, thus enabling customers to benefit from the inflation-proof nature of renewable energy. A customer opting for GreenChoice is making an environmentally positive decision and also hedging against energy price risk at the same time. Austin Energy’s GreenChoice has brought in more commercial customers than almost any other green pricing program, with over 160 businesses currently signed on to GreenChoice, including 21 of the largest companies in Austin.



### **Los Angeles Department of Water and Power (Honorable Mention)**

Los Angeles Department of Water and Power (LADWP) employed creative and community-oriented marketing tools, with an emphasis on grass-roots marketing through community outreach, to promote its Green Power for a Green LA (GPGLA) program among its 1.4 million customers. Their Green LA Community Based Organizations (CBO) Partners Program trains CBOs to promote GPGLA within their own communities while receiving financial rewards for their efforts. There are over 80 partners, representing over 500,000 LADWP customers, and CBOs have generated over 10,000 GPGLA regular and low-income sign-ups and raised over \$100,000 for their CBOs. LADWP also sponsors Community-wide events to build strong community partnerships, such as the annual *Raise Summit, Voices for a Green LA*, and an annual *Run for a Green LA*. Additionally, LADWP and local faith leadership jointly founded the Los Angeles Interfaith Environmental Council, a coalition to repair, protect, and preserve the environment. LADWP is truly partnering with the community to build support for, interest in, and commitments to green power.

### **GREEN POWER PUBLIC INTEREST AWARD**

*For innovation in public policy administration to support green power*

### **Oregon Public Utility Commission and Portfolio Advisory Committee**

The Oregon Public Utilities Commission and its Portfolio Advisory Committee worked with utilities Pacific Power and Portland General Electric and other important stakeholders like Renewable Northwest Project to design what has become the nation's fastest growing green pricing program. What makes the program unique is that the implementation is a joint marketing effort between the utilities and a third-party green marketer, Green Mountain Energy Company. Oregon's unique approach offers consumers three meaningful renewable energy choices at competitive prices and reduces transaction costs for all participants. The regulatory leadership and insight in Oregon, coupled with the unique partnership of the two utilities and the nation's largest retail provider of clean energy, led to a new national model for effectively bringing green power choices to energy consumers in regulated markets.

### **GREEN POWER PIONEER AWARD**

*For outstanding contributions by an individual to helping create the green power industry*

### **Tom Rawls**

Tom Rawls has headed Green Mountain Energy Company's environmental work since the company's inception in 1997. Tom has played a leadership role in forging consensus among diverse interests around public policies impacting green energy, such as disclosure and the RPS. His goals have been simple: make sure the market and policies work together, to support the development of renewable resources. He represented Green Mountain Energy Company in early Green-e meetings in New England and the Mid-Atlantic when standards for green power were first being developed, and he brought Green Mountain Energy Company to the table for the development of low-impact hydro standards. In these and other related efforts, Tom has pushed and prodded advocates, arguing the case for the potential of customer choice. And, he has pushed and prodded his colleagues at Green Mountain Energy Company, ensuring they stay focused on the company's ambitious mission of changing the way power is made. Tom's long-standing presence in the green power market, perseverance and commitment to renewable energy make him a true Green Power Pioneer.

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